



RELATIONSHIP MARKETING: IMPLICATIONS FOR FUTURE RESEARCH

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The purpose of this study is to provide a comprehensive evaluation of existing consumer-oriented relationship marketing literature and to provide a platform for future discussion aimed at furthering the phenomenon. Although the consumer-oriented marketing concept has been on the scene for many decades in one form or another, the majority of relationship marketing studies have been accompanied by a growing body of criticism, primarily directed towards the failure to form true relationships with consumers. While the original purpose of relationship marketing has been in attaining social well-being for more than one part of market, the greater well-being of all parties involved is still far from real.

It is our contention that relationship marketing should be viewed in terms of the total network system perspective. Since all the channel actors are interdependent, one unsuccessful relationship affects all the connected, neighboring channel relationships. The supplier and the consumer need to be allied not only for their mutual benefits but also for the greater social well-being. The relationship is a network which connects actors directly and indirectly. Thus, future investigation of relationship marketing research should take a larger, more multifarious perspective. This larger perspective would not only enhance the efficiency of channel system but would also contribute to relationship building efforts between the supplier (e.g., manufacturers and retailers) and the consumer.